

Kamloops Chamber of Commerce 2018 – 2020 Strategic Plan



YOUR BUSINESS
CONNECTION

www.kamloopschamber.ca

Our Mission

Kamloops Chamber of Commerce is your proven partner in connection, support, and advocacy for the success of Kamloops business.

Our Vision

Kamloops Chamber of Commerce contributes to the success of every Kamloops business. Every Kamloops business is a member.

Our Core Objectives

We will strive for the highest level of relevance to meet the needs and interests of our members by offering the following services:

- **Advocacy**
As the voice of business, we lobby for our members' issues to all levels of government.
- **Member Advantage**
Money-saving programs, education and networking opportunities that enhance our members' competitiveness.
- **Advertising Tools**
Strategies to help our members' marketing plans.

Executive Summary

The Board of Directors has developed the following **2018-2020 Strategic Plan** with input from board members and staff.

Prior to a full-day session in December 2017, participants individually submitted feedback to a survey that helped determine areas requiring some in-depth attention. Their input also identified current challenges and upcoming opportunities for the Kamloops Chamber of Commerce. All this data pinpointed the **Key Result Areas (KRA's)** to be addressed over the next three years.

In their strategic planning session, the group formulated **Strategic Goals** that relate to each KRA. These goals give specific direction to board committees, staff and staff committees.

The three-year **Strategic Plan** is to be reviewed and refreshed annually. Progress reports will be delivered to the membership at the Annual General Meeting. A new three-year Strategic Plan will be developed for the new year of 2021.

A subsequent one-year **Operational Plan** is developed each year by board committees and staff for goal execution, commencing in the Spring of 2018. Regular progress reports will be provided to the board of directors with an annual summary report at year end. The Operational Plan will be renewed annually in preparation for the new fiscal year.

Key Result Areas

Key Result Areas provide categories for the strategic goals. The goals give clear direction to board members and staff so they can successfully accomplish the strategic plan within a three-year time span.

The Key Result Areas identified by the board of directors for 2018-2020 are:

- Membership
- Partnerships
- Organizational Growth

Strategic Goals

Key Result Area 1 – Membership

Delivering industry-leading value to membership

Strategic Goal 1.1

Review and revise communications strategy.

Strategic Goal 1.2

Use member feedback to drive and inform chamber activities.

Strategic Goal 1.3

Increase the level of support and participation from Kamloops businesses.

Key Result Area 2 – Partnerships

Building relationships with strategic partners

Strategic Goal 2.1

Collaborate with strategic partners to further the Chamber vision and mission.

Key Result Area 3 – Organizational Growth

Sustaining organizational stability and driving growth

Strategic Goal 3.1

Increase revenue to drive future growth.

Strategic Goal 3.2

Align organizational structure and resource allocation to maximize effectiveness and efficiency.